

Rep Order# 8863560 Ver# 1 Status New Traffic Order#

1 of 4

EC'd Yes

Showing Buylines: All Lines

Printed: 09/12/2012 8:46 AM

Last Received: 09/12/2012 6:38 AM

Station KTVX-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCCE IF 2012
Estimate# 3159
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA INC
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency CPI1P2/E 1554263159
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	SU		10A-11A	THIS WEEK-ABC	:30	\$250.00	10/14-10/14	1	1	1	\$250.00	
Rating: 1.1												
2	F		3P-4P	ELLEN	:30	\$400.00	10/12-10/12	1	1	1	\$400.00	
Rating: 1.4												
3	M		3P-4P	ELLEN	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
Rating: 1.4												
4	TU		3P-4P	ELLEN	:30	\$400.00	10/16-10/16	1	1	1	\$400.00	
Rating: 1.4												
5	TH		3P-4P	ELLEN	:30	\$400.00	10/18-10/18	1	1	1	\$400.00	
Rating: 1.1												
6	F		7A-9A	GD MRN AMR	:30	\$300.00	10/12-10/12	1	1	1	\$300.00	
Rating: 1.1												
7	M		7A-9A	GD MRN AMR	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
Rating: 1.1												
8	TU		7A-9A	GD MRN AMR	:30	\$300.00	10/16-10/16	1	1	1	\$300.00	
Rating: 1.1												
9	W		7A-9A	GD MRN AMR	:30	\$300.00	10/17-10/17	1	1	1	\$300.00	

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Advertiser () NRCC-NATL REPUB CONG

Product NRCC-FE 2012
Estimate# 3159

Buyer Tracey Robinson

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Fax#

LT In Day Time Program

--- --- --- --- ---

Rating: 1.5
22 M 5P-530P ABC 4 NWS-5
Rating: 1.5
23 TU 5P-530P ABC 4 NWS-5
Rating: 1.5
24 W 5P-530P ABC 4 NWS-5
Rating: 1.5
25 TH 5P-530P ABC 4 NWS-5
Rating: 1.5
26 F 1035P-1105P ABC-NITELINE<
Rating: 1.1
27 TU 1035P-1105P ABC-NITELINE<
Rating: 1.1
28 TH 1035P-1105P ABC-NITELINE<
Rating: 1.1
29 SU 1030P-11P SPORTS ZNE
Rating: 1.4
30 TH 10P-1035P ABC 4 NWS-10<
Rating: 1.5
31 SU 10P-1030P ABC 4 NWS-10
Rating: 2.6

Agency () NATIONAL MEDIA INC
815 SLATERS LANE
ALEXANDRIA, VA 22314

Agency CRP1P2/E
1554263159

Flight Dates 10/12/2012 - 10/18/2012

Hiatus Weeks

Len Rate Dates

--- --- ---

:30 \$400.00 10/12-10/12 1 1 1 1 1
Rating: 1.5
22 M 5P-530P ABC 4 NWS-5
Rating: 1.5
23 TU 5P-530P ABC 4 NWS-5
Rating: 1.5
24 W 5P-530P ABC 4 NWS-5
Rating: 1.5
25 TH 5P-530P ABC 4 NWS-5
Rating: 1.5
26 F 1035P-1105P ABC-NITELINE<
Rating: 1.1
27 TU 1035P-1105P ABC-NITELINE<
Rating: 1.1
28 TH 1035P-1105P ABC-NITELINE<
Rating: 1.1
29 SU 1030P-11P SPORTS ZNE
Rating: 1.4
30 TH 10P-1035P ABC 4 NWS-10<
Rating: 1.5
31 SU 10P-1030P ABC 4 NWS-10
Rating: 2.6

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

Spots/Week # of Total Total Cost
Weeks Spots Spots
--- --- ---
Rating: 1.5
22 M 5P-530P ABC 4 NWS-5
Rating: 1.5
23 TU 5P-530P ABC 4 NWS-5
Rating: 1.5
24 W 5P-530P ABC 4 NWS-5
Rating: 1.5
25 TH 5P-530P ABC 4 NWS-5
Rating: 1.5
26 F 1035P-1105P ABC-NITELINE<
Rating: 1.1
27 TU 1035P-1105P ABC-NITELINE<
Rating: 1.1
28 TH 1035P-1105P ABC-NITELINE<
Rating: 1.1
29 SU 1030P-11P SPORTS ZNE
Rating: 1.4
30 TH 10P-1035P ABC 4 NWS-10<
Rating: 1.5
31 SU 10P-1030P ABC 4 NWS-10
Rating: 2.6

Daypart

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Rating: 1.5
22 M 5P-530P ABC 4 NWS-5
Rating: 1.5
23 TU 5P-530P ABC 4 NWS-5
Rating: 1.5
24 W 5P-530P ABC 4 NWS-5
Rating: 1.5
25 TH 5P-530P ABC 4 NWS-5
Rating: 1.5
26 F 1035P-1105P ABC-NITELINE<
Rating: 1.1
27 TU 1035P-1105P ABC-NITELINE<
Rating: 1.1
28 TH 1035P-1105P ABC-NITELINE<
Rating: 1.1
29 SU 1030P-11P SPORTS ZNE
Rating: 1.4
30 TH 10P-1035P ABC 4 NWS-10<
Rating: 1.5
31 SU 10P-1030P ABC 4 NWS-10
Rating: 2.6

Rating: 1.5
22 M 5P-530P ABC 4 NWS-5
Rating: 1.5
23 TU 5P-530P ABC 4 NWS-5
Rating: 1.5
24 W 5P-530P ABC 4 NWS-5
Rating: 1.5
25 TH 5P-530P ABC 4 NWS-5
Rating: 1.5
26 F 1035P-1105P ABC-NITELINE<
Rating: 1.1
27 TU 1035P-1105P ABC-NITELINE<
Rating: 1.1
28 TH 1035P-1105P ABC-NITELINE<
Rating: 1.1
29 SU 1030P-11P SPORTS ZNE
Rating: 1.4
30 TH 10P-1035P ABC 4 NWS-10<
Rating: 1.5
31 SU 10P-1030P ABC 4 NWS-10
Rating: 2.6

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LT In Day Time Program

Len Rate Dates Spots/Week # of Total Spots Total Cost Daypart

Rating: 2.0 32 SA 130P-5P COLLEGE FB

:30 \$1,000.00 10/13-10/13 1 1 1 \$1,000.00

Rating: 2.4 33 SA 5P-930P NASCAR 10/13

:30 \$1,000.00 10/13-10/13 1 1 1 \$1,000.00

—REPORT TOTALS—

Report Totals: 33 / \$14,575.00

—SALES MONTHLY TOTALS—

Oct 12: 33 / \$14,575.00

Sales Totals: 33 / \$14,575.00

Station Totals: 33 / \$14,575.00

Lines not sent/rclid/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$151,823

KSTU	0%	CABL	0%	KAZG	0%	KJZZ	0%	KPNZ	0%	KSL	17%
NTVX	0%			KTVX	9%	KUCW	0%	KUPX	0%	KUTV	36%

Books null
Demos RA35+